

Message Text

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ACTION EB-07

INFO OCT-01 EUR-12 NEA-10 ISO-00 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /060 W

-----140522Z 112415 /12

R 131445Z MAY 77

FM AMEMBASSY TUNIS

TO SECSTATE WASHDC 6752

USDOC WASHDC

INFO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

AMEMBASSY AMMAN

AMEMBASSY ATHENS

USINT BAGHDAD

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY RABAT

AMEMBASSY SANA 181

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMEMBASSY TRIPOLI

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ATHENS PASS RTDO

E.9. 11652: N/A

TAGS: BEXP, TS

SUBJECT: FY-79 BIC/CAGPE TRADE PROMOTION EVENT SCHEDULE:
TUNISIA

REF: STATE 081891

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1. INTRODUCTION AND SUMMARY: WE CONTINUE TO BELIEVE THAT
SALES SEMINAR IS MOST EFFECTIVE PROMOTION TOOL FOR TUNISIA, GIVEN
ADEQUATE PREPARATION IN TERMS OF TRANSLATION OF PAPERS AND CONTACTS.
IN FY-79 HOWEVER, AND DUE TO HEAVY SCHEDULE OF SEMINARS
IN FY 77 AND 78, WE ARE RECOMMENDING A DIVERSIFIED EVENT
PACKAGE INCLUDING USE OF THE NEW VIDEO/CATALOGUE TOOPUX

PROVIDED FRENCH-LANGUAGE VOICE-OVER IS AVAILABLE. TUNIS INTERNATIONAL FAIR MAY BE HELD IN FY 79 AND POSSIBILITY OF SINGLE INDUSTRY SHOW IN CONJUNCTION WITH MAJOR USIS EXPOSITION SHOULD BE GIVEN CONSIDERATION. ALL EVENTS WOULD BE HELD IN TUNIS (WITH ONE EXCEPTION NOTED BELOW) AND TIMEING IS NOT CRUCIAL PROVIDED EVENTS ARE REASONABLY WELL SPACED BETWEEN OCTOBER AND MAY. SUGGESTED EVENTS AS FOLLOWS:

2. A. ELECTRICAL GENERATION AND DISTRIBUTION: CURRENT FIVE YEAR PLAN CALLS FOR DOUBLING FOR POWER GENERATING CAPACITY AND EXTENSION OF DISTRIBUTION SYSTEM TO 60 PCNT OF POTENTIAL USERS. ALTHOUGH GENERATING EQUIPMENT NEEDS FOR IMMEDIATE FUTURE FAIRLY WELL COVERED BY RECENT TENDERS FOR 300 MW STEAM PLANT AND SEVEN GAS TURBINE STATIONS, EQUIPMENT NEEDS FOR DISTRIBUTION WILL REMAIN HIGH FOR FORESEEABLE FUTURE. IN ADDITION, NEXT PLAN WILL ALSO INCLUDE FURTHER MAJOR EXPANSION OF GENERATING CAPACITY, AND FY'79 WILL BE IDEAL TIME TO INTRODUCE PRINCIPAL TUNISIAN USERS TO LATEST TECHNOLOGY. MARKET FOR DISTRIBUTION AND CONTROL EQUIPMENT IN EXCESS OF \$10 MILLION/YEAR, PLUS MAJOR INVESTMENTS IN GENERATING EQUIPMENT.

B. SEMINAR MISSION

C. NA

D. POST CAN PROVIDE MARKET STUDY.

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3. A. COMMUNICATIONS EQUIPMENT: AS FOLLOW-UP TO FY '75 TSS IN TELECOMMUNICATIONS TECHNOLOGY, A TRADE MISSION WOULD HELP U.S. COMPANIES ENTER A MARKET NOW TOTALLY DOMINATED BY FRENCH AND SWEDISH COMPETITORS. THIS IS A LARGE MARKET WHICH IS EXPANDING RAPIDLY AS THE TUNISIAN ECONOMY BECOMES EVEN MORE SOPHISTICATED.

B. TRADE MISSION

C. NA

D. POST CAN UPDATE 1974 MARKET SURVEY.

4. A. PLASTICS. RELATIVELY SMALL PLASTICS INDUSTRY HAS PLANS TO TRIPLE OUTPUT BY 1981 AND THEREBY SUPPLY OVER 50 PERCENT OF DOMESTIC DEMAND FOR PLASTIC PRODUCTS. GROUP OF INDUSTRY REPS TO VISIT U.S. IN MAY 1977 TO SEE STATE OF U.S. TECHNOLOGY IN PLASTICS PRODUCTION AND EXPLORE POSSIBILITIES FOR PURCHASE OF PLASTIC PRODUCTION EQUIPMENT, MODLS AND RAW

MATERIALS. USDOC EVENT WOULD FOLLOW-UP THIS EXPRESSION OF INTEREST BY TUNISIAN INDUSTRY TO DIVERSIFY SOURCES AWAY FROM EUROPE. PLASTICS INDUSTRY LOCATED IN TUNIS AND SFAX AND WE PROPOSE STAGING SHOW IN BOTH CITIES.

B. VIDEO/CATALOGUE SHOW - IN FRENCH OR TRADE MISSION

C. N/A

D. CONTRACT MARKET RESEARCH SUGGESTED TO GET BROAD PICTURE OF THIS NEW INDUSTRY.

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ACTION EB-07

INFO OCT-01 EUR-12 NEA-10 ISO-00 CIAE-00 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /060 W

-----140523Z 124478 /12

R 131445Z MAY 77

FM AMEMBASSY TUNIS

TO SECSTATE WASHDC 6753

USDOC WASHDC

INFO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

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AMEMBASSY TEL AVIV

AMEMBASSY TRIPOLI

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5. A. FOOD PROCESSING: AGRICULTURE IS THE BACKBONE OF THE TUNISIAN ECONOMY AND, GIVEN THE DEPRESSED MARKET FOR OLIVE OIL,

TUNISIA IS LOOKING FOR NEW MEANS OF EARNING FOREIGN EXCHANGE FROM AGRICULTURE. FOOD PROCESSING IS AT RATHER PRIMITIVE STATE IN TUNISIA AND NEEDS MODERNICATION TO COMPETE IN INTERNATIONAL TRADE. WE HAVE RECOMMENDED EVENTS IN THE AGRICULTURAL SECTOR VIRTUALLY EVERY YEAR AND BELIEVE FOOD PROCESSING IS THE LOGICAL NEXT STEP IN THIS EVOLUTION. ALSO SUG-
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GESTED BY RABAT.

B. VIDEO/CATALOGUE SHOW IN FRENCH OR SIMINAR MISSION

C. NA

D. CONTRACT MARKET RESEARCH REQUESTED, BUT POST CAN PROVIDE MINI-SURVEY IF NECESSARY.

6. A. TUNIS FAIR: AS USDOC AWARE, BIENNIAL TUNIS FAIR WAS CANCELLED FOR 1977 AND WHILE NEXT DATE HAS NOT BEEN ANNOUNCED, 1979 IS A GOOD GUESS. DUE TO IMPORT REGULATIONS, TUNIS FAIR IS NOT A VERY EFFECTIVE VEHICLE FOR DIRECT, OFF-THE-FLOOR SALES, BUT MAY BE USED TO INTRODUCE A NEW INDUSTRY OR TO SHOW THE LATEST TECHNOLOGY IN AN INDUSTRY WELL REPRESENTED IN TUNISIA. WE SUGGEST THAT USDOC CONSIDER THE POSSIBILITY OF A ONE-THEME SHOW (E.G., OFFICE MACHINES, HOSPITAL/MEDICAL EQUIPMENT, MACHINE TOOLS, TEXTILE EQUIPMENT) IN CONJUNCTION WITH A MAJOR EXHIBITION BY USIS. BUDGET FOR THIS EVENT WOULD BE AROUND \$30,000 MINIMUM.

B. TRADE FAIR

C. MAY 1979

D. POST MARKET RESEARCH IF NEEDED.

7. PUMPS AND COMPRESSORS: TUNIS WOULD ALSO BE INTERESTED IN RABAT'S SUGGESTED CATALOGUE SHOW ON PUMPS AND COMPRESSORS, GIVEN MAJOR RENOVATION AND EXPANSION OF IRRIGATED AREAS UNDERWAY IN TUNISIA.

8. COMMENT: WE RECOGNIZE TUNISIAN MARKET IS RARELY ADEQUATE TO JUSTIFY A SHOW ON ITS OWN, AND IS NOT LIKELY TO BE THE KEY ELEMENT FOR USDOC IN PUTTING TOGETHER THE CIRCUIT. WE THEREFORE WELCOME SUGGESTIONS MADE BY
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POSTS IN LARGER MARKETS OF AREAS WHEN THEY ALSO FIT HERE.
WE ARE CONFIDENT USDOC ALSO WILL TAKE ACCOUNT OF CRU-
CIAL IMPORTANCE OF FRENCH LANGUAGE IN PROPOSING EVENTS FOR
TUNISIA. KING

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Message Attributes

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